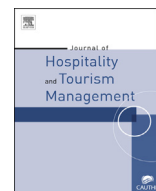




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Book Review

Tourism and memories of home: migrants, displaced people, exiles and diasporic communities, S. Marschall (Ed.). Channel View Publications, Bristol (2017). 288 pp., (Pbk.)

The edited volume by Dr. Sabine Marschall, *Tourism and memories of home*, represents a valuable and welcome addition to the growing body of research on diaspora tourism. The thirteen chapters challenge and deepen our understanding of how diasporas from around the world invert and reinterpret the concept of 'home and away'. For those that voluntarily or involuntarily moved away from their original place of birth or residence, 'home' becomes a sacred site of pilgrimage and the "stimulant of a unique form of touristic performativity" (p. 1). This collection of stories explores complex themes related to: the memory-tourism nexus; emotions and place attachment/detachment; displacement and migration; mobility, transnationalism and globalisation; self and cultural identity. The chapters build their arguments on strong methodologies. Ethnographic research as well as other forms of qualitative empirical research strengthen the value of this collection of case-studies. The collection draws from a wide range of disciplines and fields of study such as tourism, migration, anthropology, history, cultural and heritage studies. It is a valuable and powerful teaching resource for students studying on a wide range of social science disciplines, as well as for professionals interested in understanding and developing ethical diasporic tourism products. It facilitates a critical and well-informed understanding of the topic.

Each chapter manifests a strong personality. Of importance is the powerful emotional responses triggered by every single story, character, and location. Each story appears to have a powerful emotional footprint. A wide range of emotions such as happiness, curiosity, sadness, pain or a deep sense of nostalgia fuels these journeys both for the diasporic 'traveller' and the reader. Common threads throughout all these diasporic journeys are the concepts of 'memory' and 'nostalgia'; in other words, the trigger and its powerful emotional response. As Sabine Marschall writes in the introductory chapter, the book "contributes to the tourism-memory nexus as it conceptualises memory as underpinning touristic mobility, experience and performativity"; and that "memory is the basis of nostalgia and longing; emotion and affect; attachment and revulsion" (p. 3). Nelson Graburn best summarises in Chapter 13, that there is a strong feeling of empathy as these stories are "moving and unforgettable, even if not always entertaining" and there is a strong sense of "familiar to all of us because of the universal distribution of such stories in modern media as well as their current political significance" (p. 269). This collection signals the need and paves the way for further research on the relationship between diasporic tourism, memory, and emotions.

Each chapter explores a different and complex dimension of diasporic travel in connection to home. In her investigation of homecoming experiences of Scottish emigrant tourists, Marjory Harper

discusses the subjectivity and malleability of memory and memories of home. Kevin Hannam and Ganna Yankovska, in their chapter, explore themes related to trauma and hauntings in the context of evacuated Chernobyl residents. The case-study encourages readers to reflect on the tensions between the evacuated and dark tourists or thrill-seeking tourists. Julia Wagner explores issues of belonging and the "Home, but not Home" dilemma as diasporic travellers are faced with acknowledging "the boundaries between the familiar and the foreign" when going back home (p. 79). In chapter 5, Noga Kadman and Mustafa Kabha, map out the phenomenon of Palestinian 'home tourism'. This chapter explores the symbolic power of diasporic travel as it represents both a "form of Palestinian memory culture, as well as a form of protest" (p. 88). Kalyan Bhandari explores "how diasporic memories and performances act as a repository of diasporic consciousness" for the UK Nepali diasporic community (p. 113). The chapter successfully argues that 'the far away home' (the original home) and 'the everyday home' (the adopted home) are interlinked through the power of authentic Nepalis daily 'routines'. In chapter 7, Jillian L. Powers, explores the souveniring of Self and Other in diasporic homeland tourism. The chapter helps one reflect on the different meanings of home and how the Self and the Other are embedded in these journeys as well the inclusion-exclusion continuum. Anna Arnone, in her chapter on the Eritrean diaspora in Italy, explores how the act of going home can be an act of activism - diasporic communities vigorously campaigning to bring about political and social change through their movement patterns. Andrea Corsale and Monica Iorio's chapter 9 on the Transylvanian Saxons double diaspora reminds the reader of the complexity of human migrating patterns. In chapter 10, Carol A. Kidron, explores the thin line between diasporic travel and dark tourism. The reasons behind forced or involuntary relocation are frequently related to some sort of negative event therefore revisiting the original site inevitably means engaging in a form of dark tourism. In chapter 11, Aaron Yankholmes, explores how "identity influences the articulation of collective slave memories among expatriate diasporan Africans in Ghana" (p. 240). A valuable contribution is made by exploring roots tourism from the perspectives of 'the returned'. John Bieter, Patrick R. Ireland and Nina M. Ray, further the discussion on personal and ancestral memory. One can't help but reflect on the sacred-profane dimensions commercialising diaspora's memories and experiences of home can take.

Each story explores a different understanding of 'home' by diasporic travellers. 'Home' may be interpreted as the physical and/or the mental manifestation of a nostalgic concept shaped by memory and time. However, it is the interaction between the diasporic traveller and that which he interprets as home that presents most interest and generates the strongest debates. Overall, the volume has achieved its main objectives: "providing an innovative analytical lens which helps us re-assess and nuance established concepts in

the field and open up new perspectives on touristic mobility, motivation and experience" (p. 26). A readable and enjoyable read with impeccable flow, *Tourism and memories of home* is a much-needed collection of knowledge on the topic of diaspora tourism, home, memory and nostalgia.

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Appendix A. Supplementary data

Supplementary data related to this article can be found at

¹ Her research focuses on memory, nostalgia and trauma within the context of communism heritage tourism.